

Brethren Evangelist

"I Am the Way, the Truth and the Life."—Jesus

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Ho! For Three Thousand

The grand EVANGELIST excursion starts at once for station THREE THOUSAND where there is to be a universal family reunion, jubilation and love feast, and all are invited to come along. There is plenty of room on board for all the preachers and all their congregations, including all outsiders who by preference and affinity belong to those congregations. The invitation is general, and of course everybody is expected to accept it, else we might have to go "into the highways and hedges and compel them to come in." How is that, brother, are you going to need to be pulled in by main force, or will you heed the procession, and lead your congregation into the front car? If there is any hesitation anywhere we are going to be on hand, and with gentle, but tireless importunity we are going to assist the reluctant disciples to the performance of that which is foreshadowed at the head of this article. A tolerable unanimity votes the EVANGELIST a good paper. Thank you. Now add — per cent to the *circulation* of the EVANGELIST, making it 3,000, and we will agree to add twice that per cent to the *quality* of the EVANGELIST, thus giving you two for one. That's fair. A better compliment we do not ask than an increase of the circulation. But besides being a compliment, and we hope a deserved one, it is essential to the success of our Publishing House enterprises, all of them. Under the existing dispensation of things we have to make "friends of the mammon of unrighteousness," we have to rope him into service like an unwilling mule, else the gospel wagon will go slow, or not at all. The worldly mill which makes our paper is not yet sufficiently spiritual to give it to us without money, and the good people who set up the type, yea, even the editor himself, finds three meals a day and something over and above, essential to comfortable tranquility. Then a little lucre now and then serves as a sort of necessary tongs to uncover a hidden talent here and there, and secure its loan for the columns of the paper. But greater still is the eminent consideration that getting the EVANGELIST into homes both of members and outsiders, particularly the latter, makes it a kind of John the Baptist and often a very effectual one, to "prepare the way" of the gospel preacher, make the crooked places straight, and the high places low. Try it. Put the paper for a year into a dozen families on the outskirts of your congregation,

and at the end of that time take note of the result. Tabulate that result like this:

Percentage of increased attendance at church.....
Percentage of increased interest in doctrines of church.....
Percentage of increased attendance of children in Sunday-school.....
Percentage of increased evidences of religion in the home.....
Percentage of additions to the church membership.....

And so on. Try it. Wouldn't it be interesting? We believe that pastors ought to conduct their charges in a definitely systematic and business way, and our suggestion affords a hint at least in one direction. Try it. If you cannot get a dozen outsiders to subscribe for the EVANGELIST, and pay for it, form a club for the purpose in your congregation, who will buy a dozen, or two dozen and send them for a year where they are likely to do the most good. If you do this, we will give you reduced rates for the cash, (see your agent) and we will publish your record in a roll of honor. Perhaps you will not value the honor, but we know that you value the good which might be and would be done by this policy, and you will without doubt value certain honors which at the last day will crown all hearty workers in the Lord's vineyard. We are in solemn earnest about that three thousand subscribers, and if you don't want to hear any ding-donging in the columns of the EVANGELIST, if you would rather see the space filled with bright articles, why send us on the names in a hurry. Now is the best time to set to work, and we want the whole lot corraled before Christmas. We put the trumpet to our lips, and we blow one, two, three, long and loud blasts: "THREE THOUSAND SUBSCRIBERS, ONE, TWO, THREE, and we are going to get them. Brethren, make our boasting good in the regions of Ashland. Amen.

FREE! All new subscribers will receive the paper the balance of the year *free*. That is, for \$1.50 the paper will be sent from now to the end of the year 1900, or *fourteen months*. This offer makes the present an opportune time to secure new subscribers. Pastors and others will please note this.